

JOB TITLE: SENIOR MARKETING & BRAND COORDINATOR (PART-TIME)

REPORTS TO: MARKETING, BRAND & PR MANAGER

Background

The role-holder will support the Marketing, Brand & PR Manager in the delivery of the corporate communications and marketing strategy. They will be actively involved in implementing the Cambridge Judge Business School's (CJBS) evolving corporate marketing and communications strategy, working extensively with colleagues across the Business School.

The Senior Marketing & Brand Coordinator, in collaboration with the Corporate Communications & Marketing team, will support on the implementation of an effective multi-channel corporate marketing and communications strategy to raise the profile of the Business School and its programmes; faculty and the impact of their research activity; student and alumni achievements; to diverse audiences and stakeholders.

The role

Main responsibilities

Supporting the corporate marketing function

- Sponsorship: working closely with the Marketing, Brand & PR Manager to identify relevant sponsorship opportunities and award opportunities, maintaining a calendar and supporting the preparation of identified award submissions.
- Publish written content, supplied by the Senior Content Officer, across the Business School websites and other target communications and marketing channels.
- Collate content for marketing materials and brochures as specified by the Marketing, Brand & PR Manager and Director of Corporate Communications & Marketing; working in liaison with the Senior Content Officer on inductions, and presentation materials.
- Support the Corporate Communications & Marketing Director and Marketing, Brand & PR Manager with ad hoc projects, as required.

Brand awareness campaigns

- Support in the delivery of brand awareness campaigns, briefing external agencies, where required.
- Prepare assets for brand awareness campaigns (both digital and print).
- Support Marketing, Brand & PR Manager and Head of Digital Marketing and Campaigns in campaign management of digital and print assets.

Brand management

- Maintain the online brand automation platform, ensuring that all content is up to date and consistent with the Business School's brand, visual identity, and messaging.
- Liaise with our external brand agencies to ensure that the brand guidelines are kept up to date and troubleshooting brand protection issues when required.
- Provide content for the digital assets library as required.
- Provide support on bespoke brand partnership requests.
- Maintain the consistency of design and production of all branded signage and wayfinding across the Business School buildings.
- Ensure brand visual identity and messaging are consistently included in all work delivered by suppliers for stakeholders across the Business School.
- Input into the brand training schedule for Business School stakeholders and delivers routine training as required.

Marketing and events logistics support for Corporate Communications & Marketing

- Provide support on the marketing of conferences, events and open days, across owned, earned and paid channels.
- Prepare marketing lists and communications using the Business School's customer relationship management (CRM) system.
- Prepare and distributes event marketing materials, both digital and print.
- Provide on the day support at in-person and online events, when required. Provides input into post event evaluation and measurement against key performance indicator (KPI) reports.

Research and analysis

- Maintain and develops good relationships with Business School suppliers, consultancies, and agencies.
- Maintain and develop strong working relationships across the Business School marketing departments, CJBS stakeholders and wider marketing networks across the University of Cambridge, through positive and consistent communications and acting as the first point of contact for Corporate Communications & Marketing.
- In conjunction with the Marketing, Brand & PR Manager, supports on the delivery of the Business School's Communications Network.
- Represent Corporate Communications & Marketing at drop-in sessions and clinics.
- Support in the delivery of brand training.

Finance

- Support purchasing requirements, on behalf of the Marketing, Brand & PR Manager, in accordance with university regulations.
- Maintain invoice and purchase order records relating to Marketing and PR and analyse variances against budgets.

- Input into the annual budget planning.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements:

- Experience of supporting a marketing and PR function.
- Experience of working in a business school environment or a world-class higher education establishment.
- Experience of working effectively within a team.
- Experience of brand co-ordination and maintenance.
- Experience of liaising with internal stakeholders and external agencies; experience of completing high quality work to deadline.
- Experience of writing clear copy.
- Experience of working in a busy organisation with multiple stakeholders and competing priorities.
- Experience of collating information in various formats, interpreting data and presenting findings clearly and succinctly.
- Experience of working with a range of software packages.
- Exceptional organisational and time management skills.
- Ability to prioritise, multi task, work quickly and deliver to deadline.
- Excellent written and verbal communication skills.
- Excellent attention to detail.
- Strong copywriting and proof-reading skills.
- Ability to produce succinct written plans.
- Ability to work on own initiative and keep managers up-to-date with work.
- Collegiate and effective team player.
- Excellent working knowledge of all Microsoft Office packages.
- Good working knowledge of Adobe Creative Cloud Packages.
- Knowledge of online design package Canva, or similar.
- Knowledge of creative processes for print and online marketing.
- Knowledge and understanding of search engine optimisation (SEO).
- Knowledge of digital marketing tools and techniques.
- Confidence in handling and manipulating numerical data.
- Marketing qualification or working towards a marketing qualification.
- A strong customer service ethic.
- Tact and diplomacy.

- An understanding of the higher education environment and University procedures with an understanding of how Cambridge Judge Business School fits into the overall structure of the University.
- Willing and able to work at some out-of-hours events or meetings at which alcohol may be served.

Benefits

This is a part-time position working 18.25 hours per week. Holiday entitlement is 28 days per annum plus eight days of public holidays. There will be a six-month probationary period. The salary will be in the range of £30,502-£36,386 per annum.

The full incremental salary range for the position is advertised to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications 7 December 2022.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria

required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

Information if you have a disability

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at www.hr.admin.cam.ac.uk/policies-procedures/disabled-applicants-and-members-staff/support-services-available-within.

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact hr@jbs.cam.ac.uk.